

“Japan Business and Biodiversity Partnership”

FY2012 Questionnaire Survey Results

January 2013

Secretariat of Japan Business and Biodiversity Partnership

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Introduction

"Japan Business and Biodiversity Partnership" was launched at the 10th Conference of the Parties to the Convention on Biological Diversity (COP10) held in Nagoya in October 2010 to promote wider participation from the private sector including businesses for biodiversity challenge. Initially, the Partnership was established by 396 businesses, 11 economic organizations, 8 NGOs, and 9 public organizations, 426 members in total. This figure is growing steadily, as of the end of October 2012, with 501 members including 438 businesses, 21 economic organizations, 27 NGOs, and 15 public organizations.

This report summarizes, as with FY2011 report, results of a study undertaken to grasp these members' efforts on biodiversity conservation.

The results were reported to the members to enhance their conservation activities. We will continue to conduct similar studies regularly to grasp the overall picture of efforts taken by the members of the Partnership.

Executive Summary

The questionnaire survey was conducted through e-mail from July 20 to August 3, 2012. The questionnaire was sent out to 434 business members of which 123 members responded; the recovery rate was 28,3%. The majority of the respondents, 118 members, were large companies. As for the question about the status of integration of relevant concepts into management principles, management policies, or environmental policies (Q.II-1), 90%, 85%, 82% of the respondents answered they have already integrated "Nature Conservation", "Biodiversity Conservation", and "Environmental Education" respectively, followed by "Sustainable Use" (61%) and "Fair and Equitable Use of Biological Resources" (31%).

43% of the respondents answered that they understood all or more than 50% of biodiversity impacts of their own business activities (Q.II-2); when including their supply chains, only 17 % acknowledged all or more than a half of biodiversity impacts of their whole supply chains. 83% and 59%, respectively, answered they thought they would be able to comprehend more than 50% of biodiversity impacts of their own activities or their whole supply chains in 10 years. Depreciation in CSR ranking and their brand image, difficulty in procurement of raw materials were selected as major possible risks of disregarding biodiversity issues (Q.II -3). Meanwhile, it was found that 24% of the respondents had already implemented new businesses in response to the spread of biodiversity awareness in addition to 11% who reported they had been considering/planning new businesses (Q.II-4).

As for the "Aichi Targets" adopted by COP10, they were found to be highly recognized among the respondents: The percentages of respondents answered "had examined them in detail" or "had read them thoroughly" were 26% and 70%, respectively (Q.II-5). Also, Most of the respondents (96%) answered that they had heard about "United Nations Decade on Biodiversity" (Q.II-6).57% has already developed and 19% has been developing or planning to develop their own conservation policies such as "biodiversity declaration", "action policies" or "guidelines"(Q.II-7). Among the 20 targets of "Aichi Targets", actions on "Climate Change - Target 10", "Awareness raising – Target 1", "Implementation of sustainable production and consumption – Target 4", and "Decrease in the rate of loss of natural habitats – Target 5" are found to be well implemented, on the other hand, those on "Aquatic resources management – Target 6", and "Sustaining genetic diversity – Target 13" are less performed (Q-II 8).

Compared to the results of FY2011 study, businesses' environmental efforts seem to be progressing in general and yet there is no significant change, which would indicate that biodiversity efforts have rooted in businesses for a certain extent. Since this year, we started collecting case studies and have gained information on 182 case studies so far.

1. Overview of "Japan Business and Biodiversity Partnership"

The Convention on Biological Diversity (CBD) highlights how important the private sector is in achieving the Convention's objectives including the implementation of biodiversity conservation and sustainable use. Government of Germany, as the host country of the 9th Conference of the Parties to the Convention on Biological Diversity (COP9), established "Biodiversity in Good Company", which has been recognized as a significant pioneering effort. As the importance of private sector's participation in biodiversity is growing, similar efforts are being required to meet this need. To address this need, Keidanren (Japan Business Federation), the Japan Chamber of Commerce and Industry, and Japan Association of Corporate Executives, inherited the German Initiative and launched "Private Sector Engagement Initiative on Biodiversity" as a business-based voluntary programme to promote the private sector's participation in implementing the Convention's objectives, in cooperation with IUCN Japan Project Office, Ministry of Agriculture, Forestry and Fisheries, Minister of Economy, Trade and Industry, and Ministry of the Environment of Government of Japan.

"Japan Business and Biodiversity Partnership" is a vehicle to make the "Private Sector Engagement Initiative on Biodiversity" take concrete shape through promoting biodiversity conservation efforts by businesses. The Partnership invites participation from as many businesses as possible encouraging information and experience sharing among businesses and a wide range of stakeholders who support businesses' efforts, including economic organizations, NGOs, scientists, and public organizations by utilizing medium such as the internet and newsletters. It is a multi-stakeholder initiative comprised of businesses which agree with the concept of the "Action Policies of Japan Business and Biodiversity Partnership" (see Appendix 1) and are willing to take concrete actions consistent with more than one of the policies and economic organizations, NGOs, researchers, and local governments and central government agencies in support of these efforts.

The launching ceremony of the Partnership took place at the "International Business and Ecosystems Dialogue" on Tuesday, October 26, 2010 during the COP10, with 396 businesses, 11 economic organizations, 8 NGOs, and 9 public organizations (424 members in total). The Partnership has been successful in gaining new members; as of the end of October 2012, 501 members comprised of 438 businesses, 21 economic organizations, 27 NGOs, and 15 public organizations belongs to the Partnership.

Furthermore, "Japan Business and Biodiversity Partnership", in collaboration with the Secretariat of the Convention on Biological Diversity as well as similar initiatives in overseas, is also promoting information and experience sharing/exchanges at the global level (Business and Biodiversity Global Partnership).

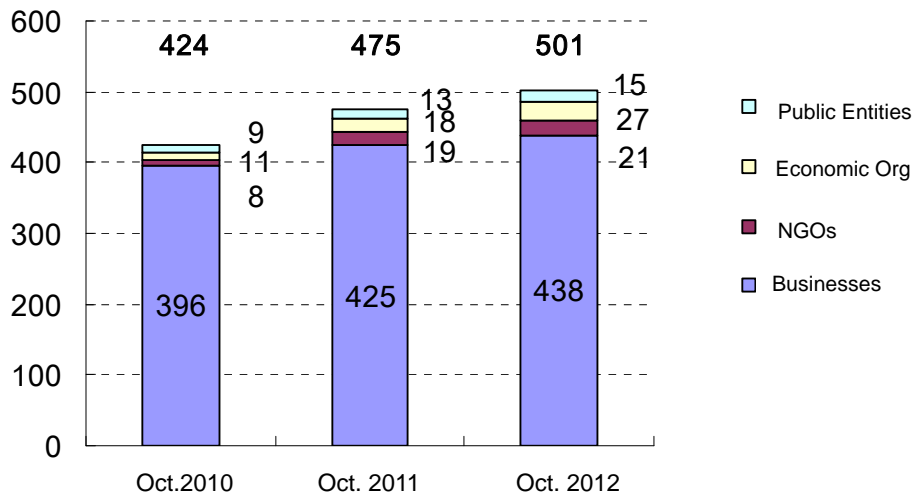


Fig.1 Growth of the membership of "Japan Business and Biodiversity Partnership"

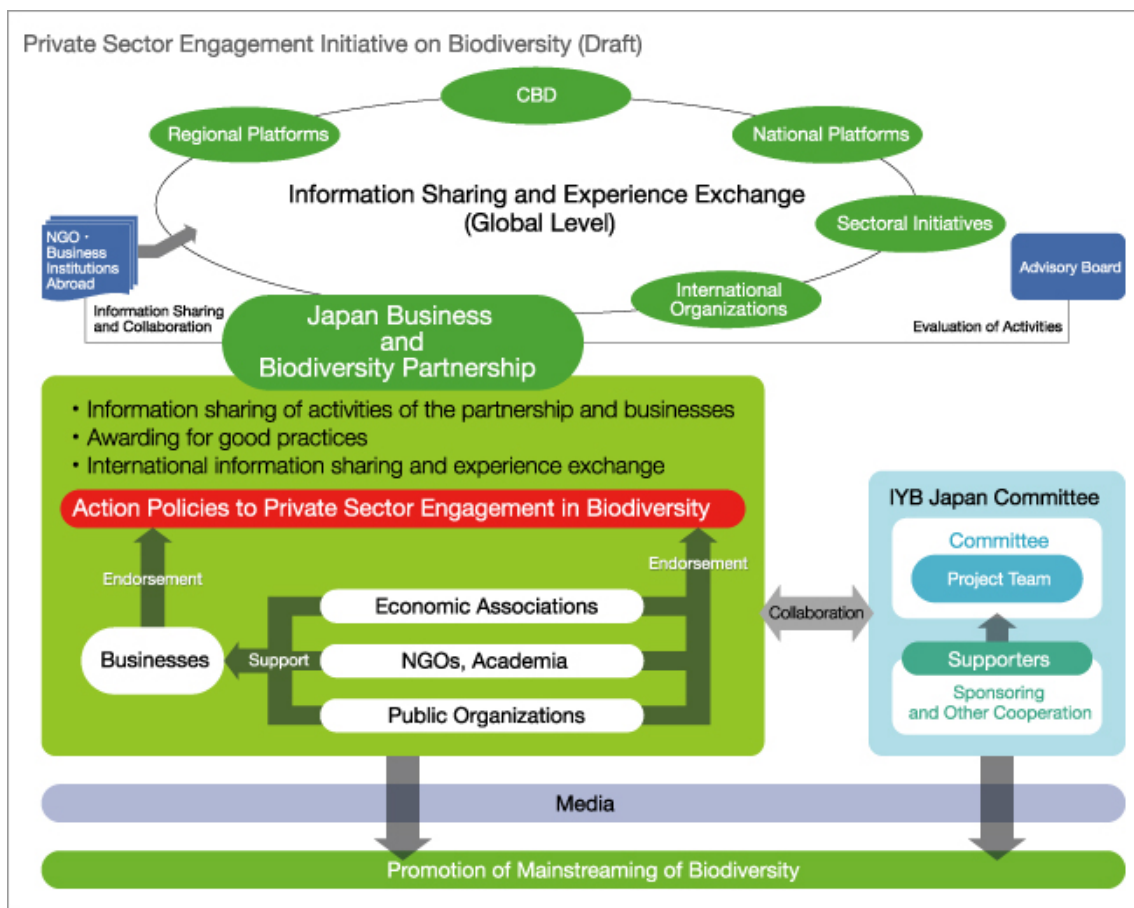


Fig.2 Relationships among "Japan Business and Biodiversity Partnership" and other initiatives¹

¹ "IYB Japan Committee" in the figure is now reorganized as "UN Decade on Biodiversity Japan Committee." "Business and Biodiversity Global Platform"(tentative name) is called as "Business and Biodiversity Global Partnership" in accordance with COP10 Decision X/21.

2. Summary of questionnaire survey results

The questionnaire survey was conducted from July 20 to August 3, 2012. The details are as follows. The questionnaire form is attached as Appendix 2.

Table1 Summary of the Questionnaire Survey

Means of the Survey	Via E-mail
Recipients of the Questionnaire	All members of the Partnership
Date of Distribution	July 20, 2012
Deadline for responses	August 3, 2012
Number of Questionnaire Distributed	434
Number of responses	123
Response Rate	28.3%

3. Results of the questionnaire survey

Q-I Basic Information of Respondents

The following figures are breakdowns of 123 respondents by business categories and scales respectively. Most of the respondents are large companies.

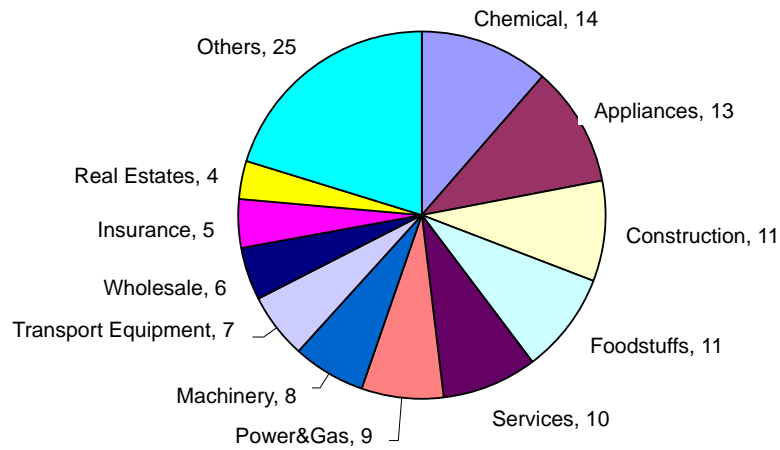


Fig.3 Respondents by business sector

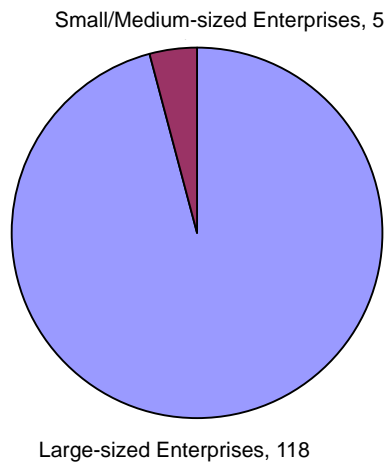


Fig.4 Respondents by scale

Q-II 1. Are the following concepts integrated into your organization's management principles, policies, or environmental policies? (A) If not, are you planning to do so? (B)

The concept of "Nature Conservation" has been integrated in management principles, policies or environmental policies by 111 respondents (90%). With surveys conducted in February 2010 and August 2011², 84% of 2010 survey respondents (122 out of 146 in total) and 87% of 2011 survey respondents (153 out of 133 in total) answered so to the same question.

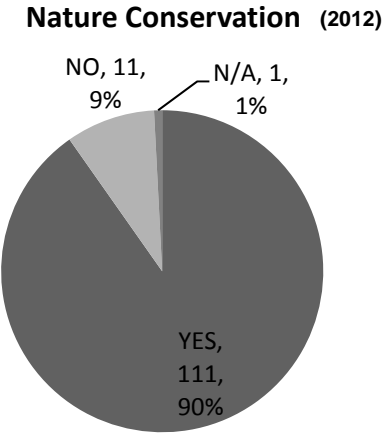


Fig.5 Integration of the concept of "Nature Conservation" into management principles, management policies, or environmental policies

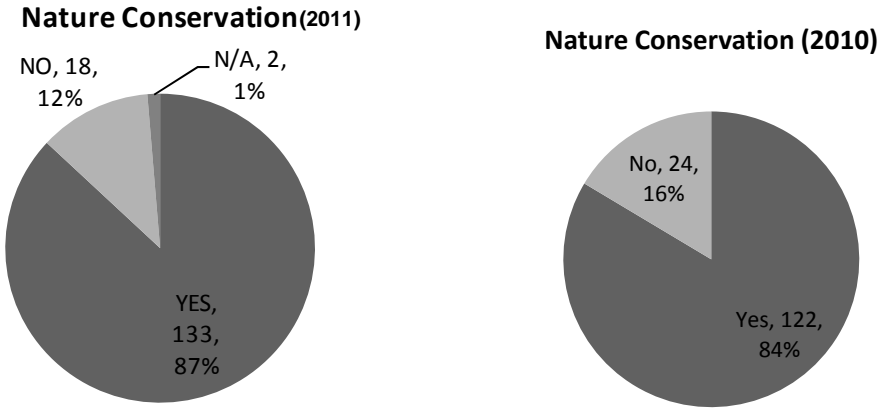


Fig.6 Integration of the concept of "Nature Conservation" into management principles, management policies, or environmental policies (Results of 2010 survey and 2011 survey)

85% of the respondents (105 companies) have integrated the concept of "Biodiversity Conservation" into their management principles, policies or environmental policies. With surveys conducted in February 2010 and August 2011, 50% of 2010 survey respondents and 87% of 2011

² FY 2010 survey collected responses from the membership of Committee on Nature Conservation and major Keidanren companies (companies to which Chairman, Vice Chairmen, Committee Chairmen, and Chairman and Vice Chairmen of the Board of Councilors of Keidanren belong).

survey respondents answered so to the same question.

Biodiversity Conservation(2012)

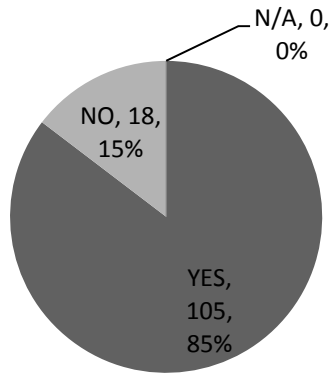
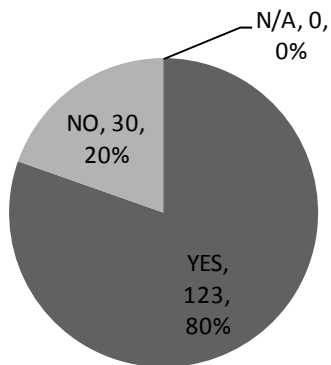


Fig.7 Integration of the "Biodiversity Conservation" into management principles, management policies, or environmental policies

Biodiversity Conservation (2011)



Biodiversity Conservation (2010)

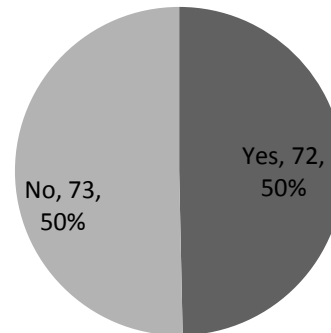


Fig.8 Integration of the "Biodiversity Conservation" into management principles, management policies, or environmental policies (Results of 2010 survey and 2011 survey)

As for "Sustainable Use of Biological Resources", 61% (76 companies) have integrated this notion into their management principles, policies, or environmental policies. With surveys conducted in February 2010 and August 2011³, 75% of 2010 survey respondents and 59% of 2011 survey respondents answered so to the same question.

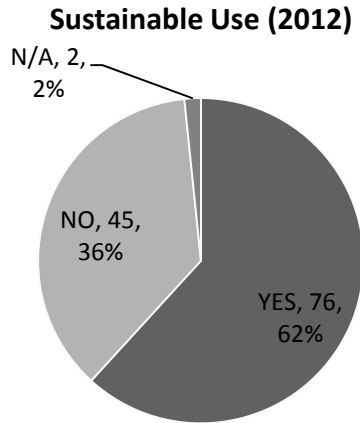


Fig.9 Integration of the concept of "Sustainable Use of Biological Resources" into management principles, management policies, or environmental policies

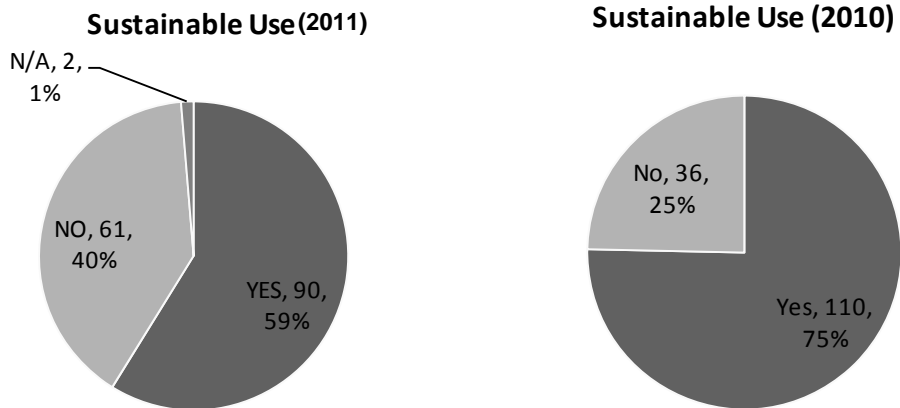


Fig.9 Integration of the concept of "Sustainable Use of Biological Resources" into management principles, management policies, or environmental policies (2010 & 2011 survey)

³ In the 2010 survey, we asked about "Sustainable Use" while "Sustainable Use of Biological Resources" was asked in the 2011 and 2012 survey.

31% (38 companies) have integrated the notion of "Fair and Equitable Use of Biological Resources" into their management principles, policies or environmental policies. With surveys conducted in February 2010 and August 2011, 3% of 2010 survey respondents and 22% of 2011 survey respondents answered so to the same question⁴.

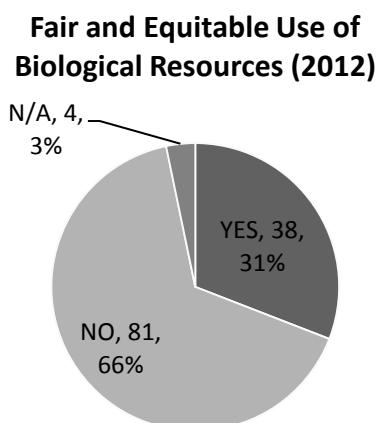


Fig.11 Integration of the concept of "Fair and Equitable Use of Biological Resources" into management principles, management policies, or environmental policies

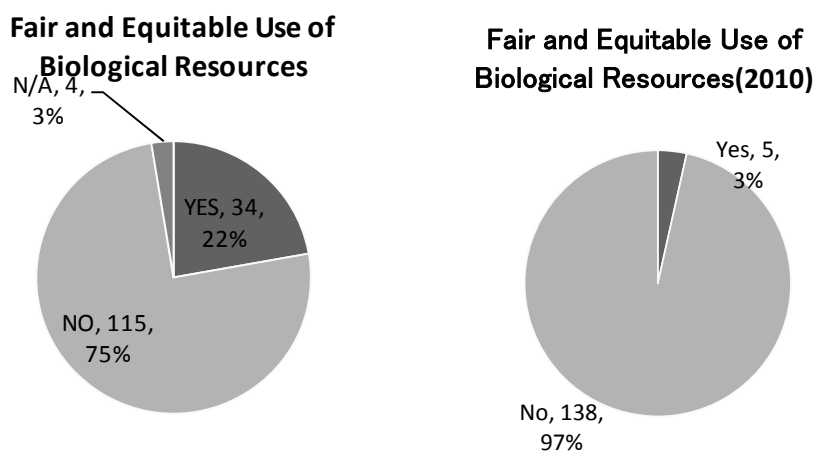


Fig.21 Integration of the concept of "Fair and Equitable Use of Biological Resources" into management principles, management policies, or environmental policies (2010 & 2011 survey)

⁴ In the 2010 survey, we asked about "Fair Use of Genetic Resources" while we asked "Fair and Equitable Use of Biological Resources" in the 2011 and 2012 survey.

82% (101 companies) have integrated the concept of "Environmental Education" into their management principles, policies or environmental policies. With surveys conducted in February 2010 and August 2011, 61% of 2010 survey respondents and 76% of 2011 survey respondents answered so to the same question.

Environmental Education (2012)

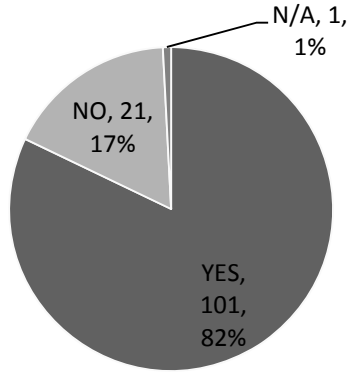
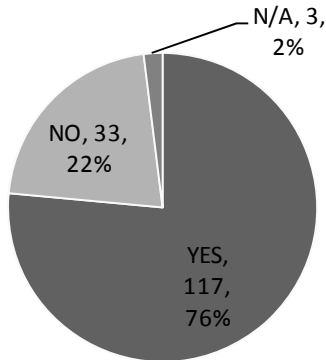


Fig.13 Integration of the concept of "Environmental Education" into management principles, management policies, or environmental policies

Environmental Education



Environmental Education(2010)

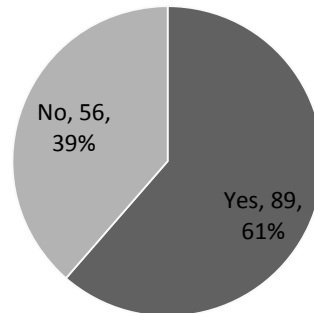


Fig.14 Integration of the concept of "Environmental Education" into management principles, management policies, or environmental policies (Results of 2010 survey and 2011 survey)

Comparison of the answers to Q-II.1 shows that the integration of the concept of "Nature Conservation" is most advanced followed by "Biodiversity Conservation", "Environmental Education", "Sustainable Use", and "Fair and Equitable Use of Biological Resources". This trend is as same as the FY2011 survey results.

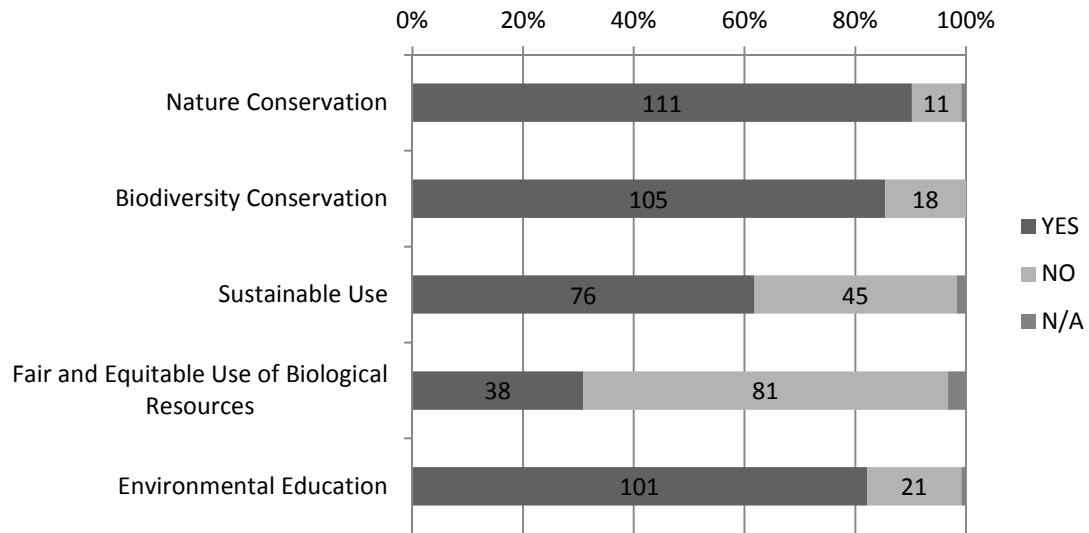


Fig.15 Integration of the biodiversity relevant concepts into management principles, management policies, or environmental policies

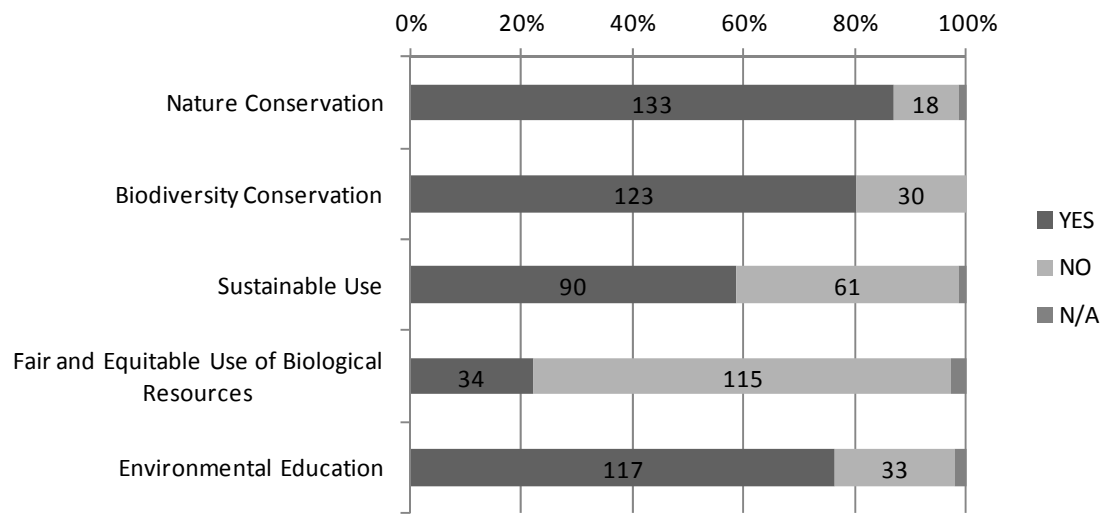


Fig.16 Integration of the biodiversity relevant concepts into management principles, management policies, or environmental policies (2011 survey)

Q-II 2 How far do you understand your business activities' impacts on biodiversity? How far do you want to (be able to) understand them in 10 years?

29% (35 companies) and 15% (18 companies) answered that they understood almost all or more than half of biodiversity impacts caused by its business activities, respectively. When their supply chains were included, the percentage of such respondents decreased to 5% (6 companies) and 12% (15 companies).

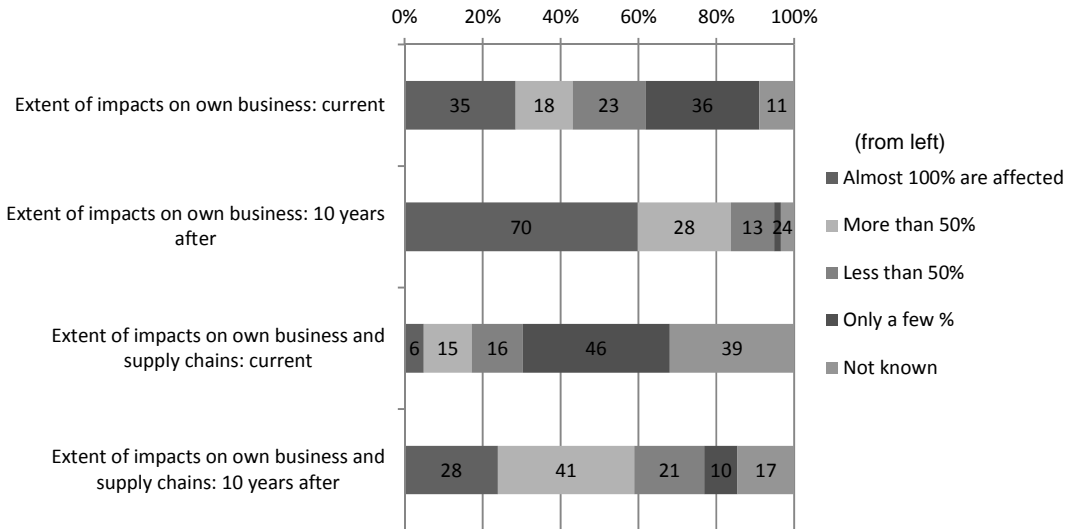


Fig.17 Degree of understandings on business activities' impacts on biodiversity

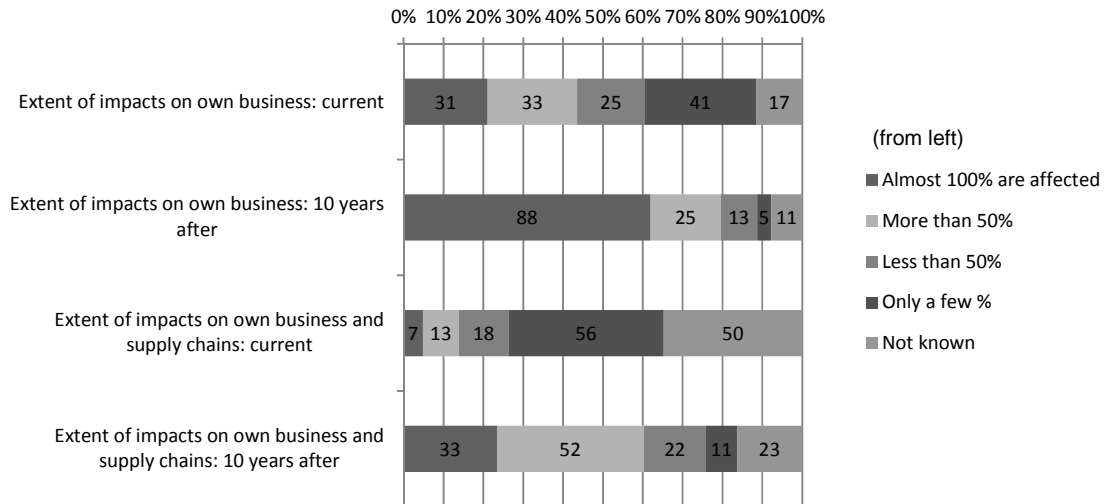


Fig.18 Degree of understandings on business activities' impacts on biodiversity (2011 survey)

Q-II 3 Indicate three priorities in terms of possible business risks or concerns arising from negligence of biodiversity conservation.

According to the number of nomination for the first priority as well as the calculation result obtained through converting the nomination for the first priority as 1.5 points, that for the second priority as 1.2 points, and that for the third priority as 1.0 points, "Depreciation of CSR Evaluation", "Decrease in Brand Power", "Decrease in Popularity/Consumer Boycott", and "Difficulty in Material Procurement" were regarded as relevant risks or concerns by the respondents. This tendency was seen with the result of the survey conducted in August 2011.

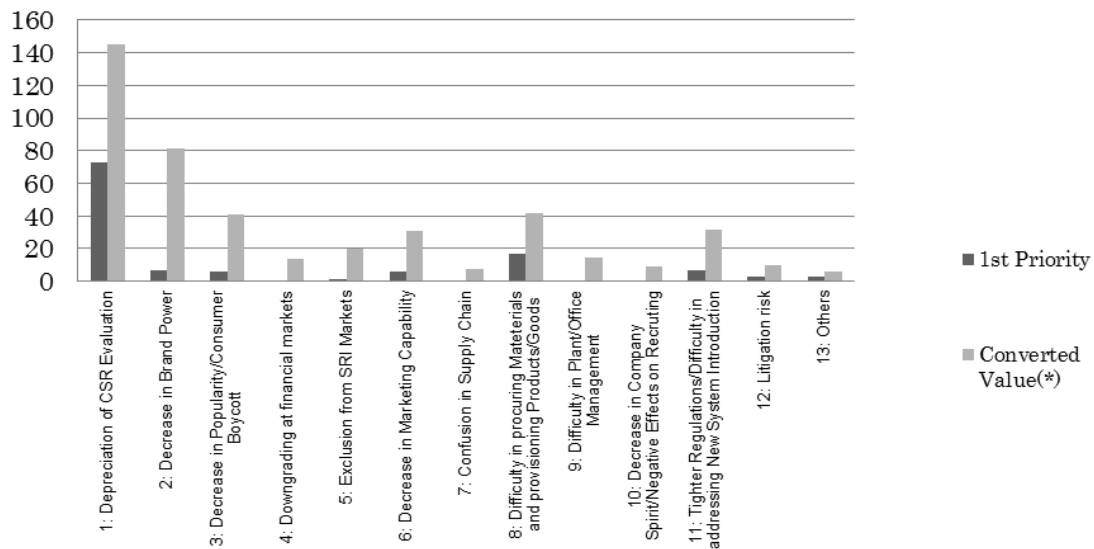


Fig.19 Expected risks and concerns on business activities

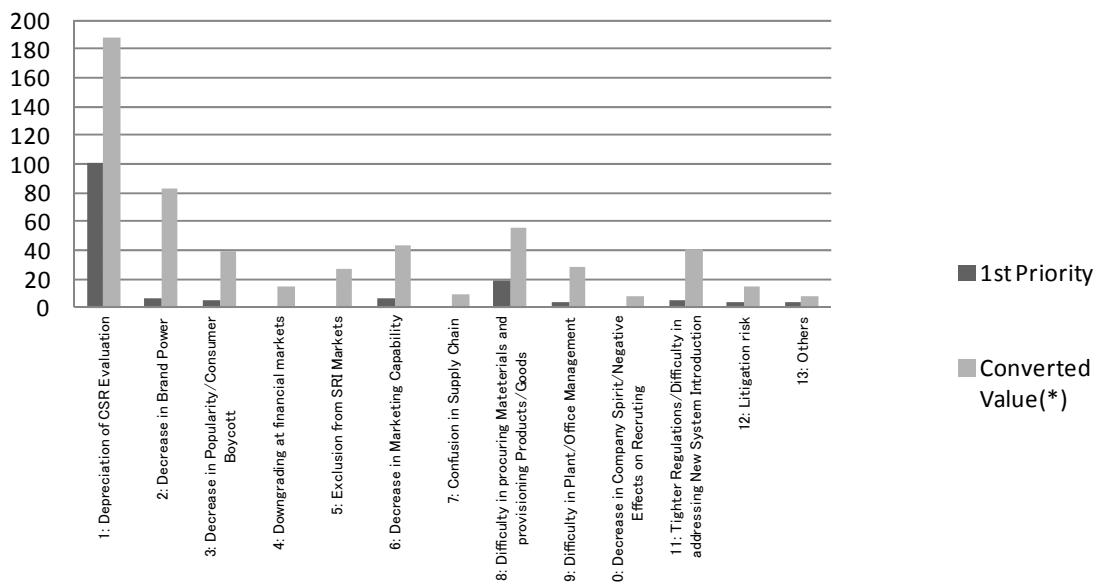


Fig.20 Expected risks and concerns on business activities (2011 survey)

Q-II 4 Are you implementing/planning new business activity along with the increase in interests on biodiversity issues?

The percentages of the respondents they had been already implemented or planned new activity were 24% (29 companies) and 11% (14 companies) respectively. This trend is as same as the FY2011 survey results.

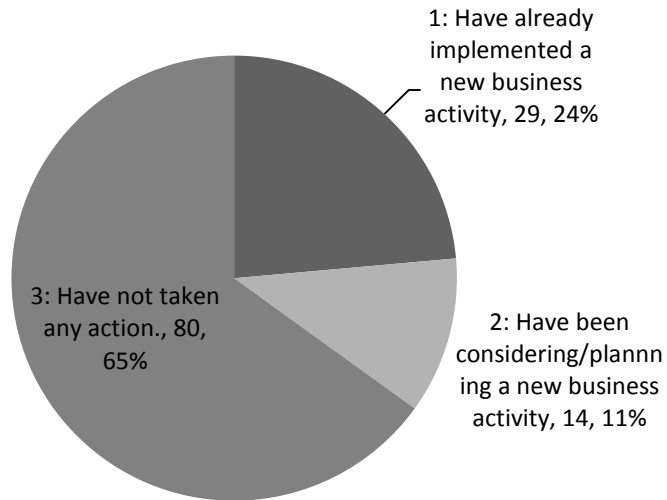


Fig.21 Implementation/planning of new business activity

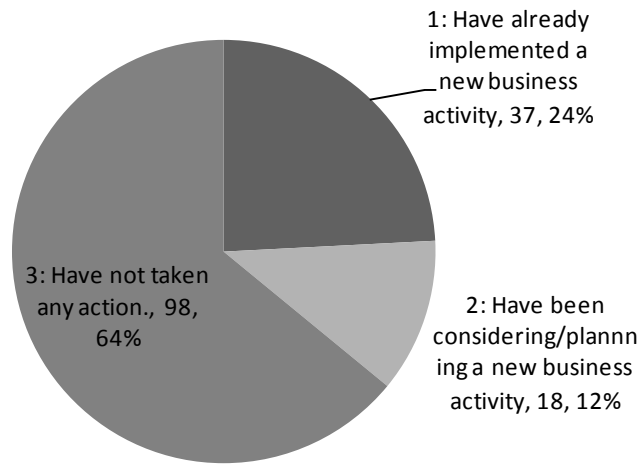


Fig.22 Implementation/planning of new business activity (2011 survey)

Q-II 5 The 10th Conference of the Parties to the Convention on Biological Diversity (COP10) held in Nagoya in 2010 adopted "Aichi Targets", which set out 20 targets till 2020. Please select appropriate items regarding "Aichi Targets."

The results showed 26% (32 companies) of the respondents had considered them in details and 70% (86 companies) of them looked them over. On the other hand, 4% (5 companies) answered they had heard about them but not read them at all and 0% (0 company) responded that it had never heard about them.

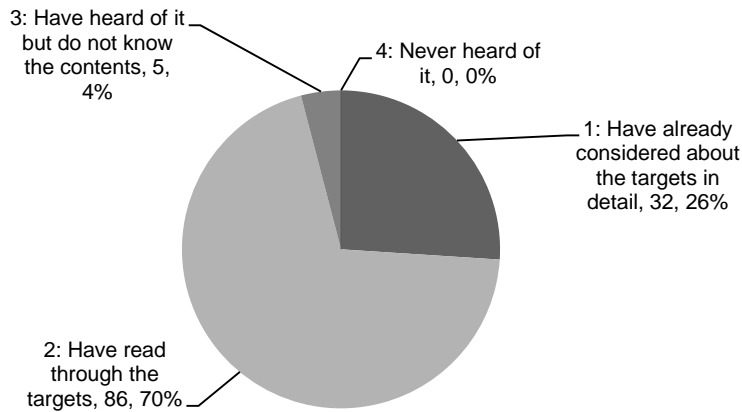


Fig.23 Recognition of "Aichi Targets"

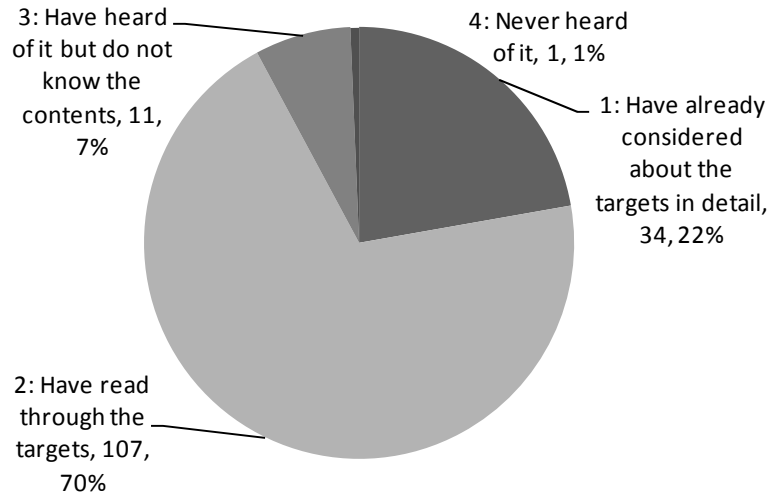


Fig.24 Recognition of "Aichi Targets" (2011 survey)

Q-II 6 The UN General Assembly in December 2010 decided to designate a decade from 2011 to 2020 as "United Nations Decade on Biodiversity." Please select appropriate items regarding "United Nations Decade on Biodiversity."

96% (118 companies) answered they had heard about "United Nations Decade on Biodiversity" and the remaining 4% (5 companies) answered they had never heard about it.

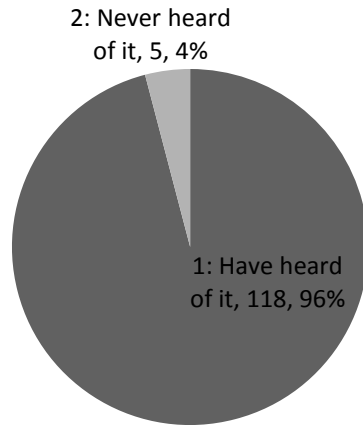


Fig.25 Recognition of "United Nations Decade on Biodiversity"

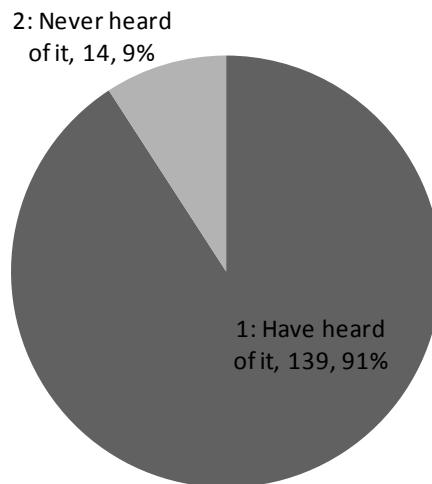


Fig.26 Recognition of "United Nations Decade on Biodiversity" (2011 survey)

Q-II 7 Do you have any “biodiversity declaration”, “action policies” or “guidelines” unique to your company?

57% (70 companies) of the respondents answered they had already developed any of them by themselves, 19% (23 companies) responded they were developing or planning to do develop any of them, and 24% (30 companies) had no plan to do so.

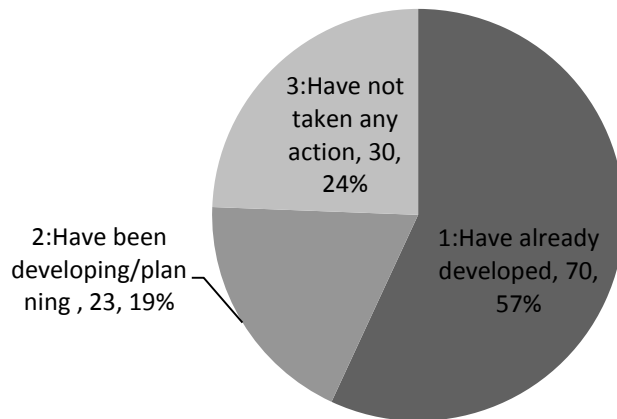


Fig.27 Development of “Biodiversity Declaration”, “Action Policies”, or “Guidelines”

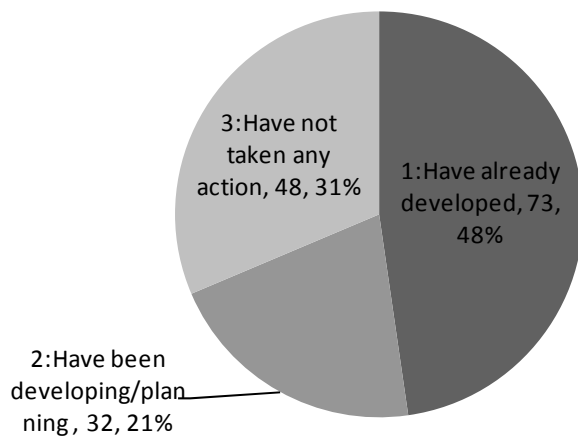


Fig.28 Development of “Biodiversity Declaration”, “Action Policies”, or “Guidelines” (2011 survey)

Q-II 8 As for "Aichi Targets", the table below shows some examples of companies' activities in consistent to 20 targets of the Aichi Targets. Do you implement these activities or plan to do so? Please select all relevant items.

The results obtained through the score conversion⁵ showed that "Target 10: Pressures on ecosystems impacted by climate change or ocean acidification are minimized (by 2015)" was the most popular ongoing effort (77 points), followed by "Target 1: People are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably" (69 points), "Target 4: Plans for sustainable production and consumption are implemented and use of natural resources are kept within safe ecological limits" (68 points), "Target 5: The rate of loss of natural habitats including forests is at least halved and where feasible brought close to zero" (63 points), "Target 15: Through conservation and restoration (of at least 15% of degraded ecosystems), mitigation and adaptation to climate change and combating desertification are addressed" (51 points), and "Target 8: Pollution including from excess nutrients has been controlled" (50 points).

Meanwhile, "Target 6: The impacts of fisheries on ecosystems including sustainable management and fishing of marine resources are kept within safe ecological limits" (18 points), and "Target 13: The genetic diversity of cultivated plants and domesticated animals and others is maintained, genetic erosion is minimized, and safeguarding strategies are developed and implemented" (20 points), and "Target 18: The traditional knowledge, innovations of indigenous and local communities are respected and fully integrated in the implementation of the Convention" (20 points) had got fewer points.

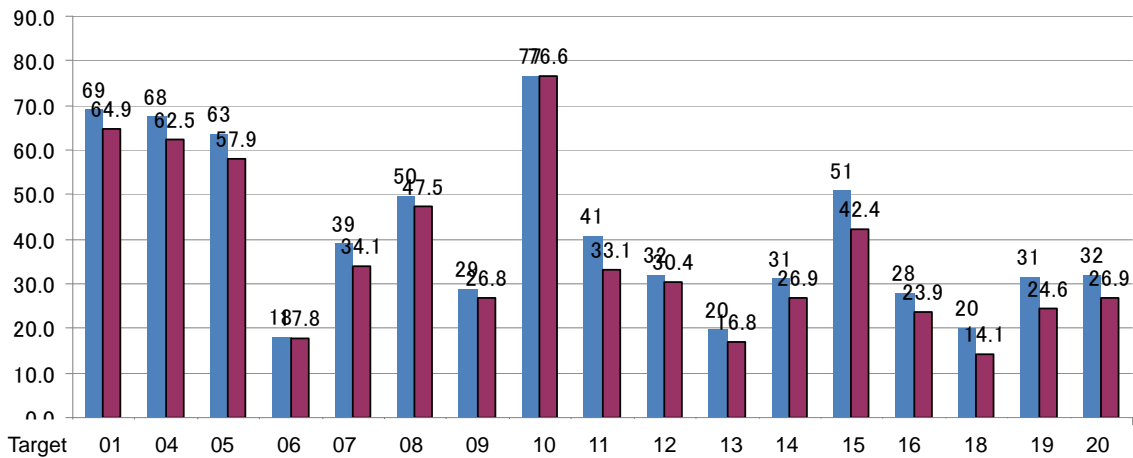


Fig.29 On-going efforts regarding "Aichi Targets" (2011 & survey)

⁵ 100 points means all the respondents say yes to all the indicated actions for respective target.

The following radar chart shows the same result obtained through the score conversion of the numbers of the respondents answered either “have already implemented” or “have been planning”

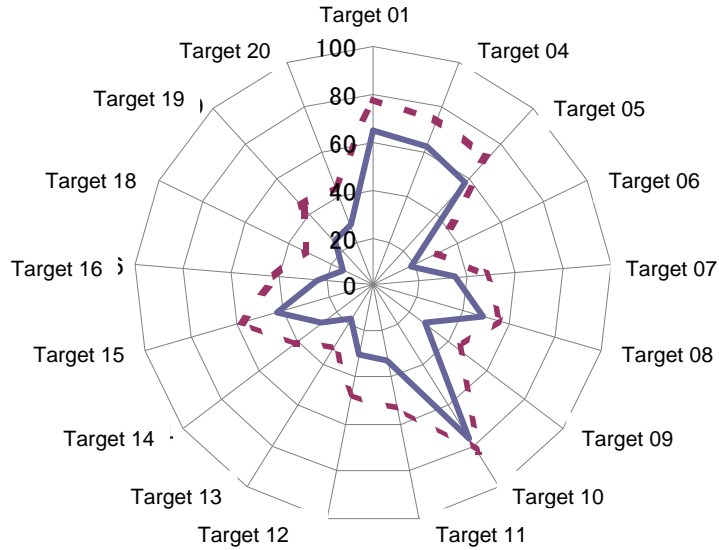


Fig.30 On-going efforts and planned efforts on “Aichi Targets”
 (Solid line: have already implemented, Broken line: have already implemented + planned to do so)

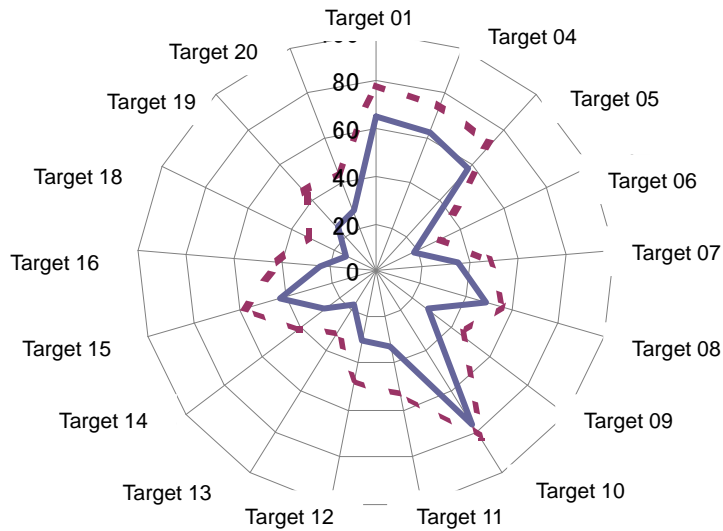


Fig.31 On-going efforts and planned efforts on “Aichi Targets” (2011 survey)
 (Solid line: have already implemented, Broken line: have already implemented + planned to do so)

Q-II 9 Please provide brief summaries of your company's effort regarding the previous question 8, up to three project, 200 characters each. With each summary you provided, please also indicate the most relevant items of the Aichi Targets and the "Partnership action policies" to each effort, along with information how to obtain details of such efforts (i.e. Website URL etc.)

182 case studies were reported responding this question. Among them, 166 had information on the relevant action policies. The following table counted numbers of case studies by relevant action policies. Details of respective efforts are available at the Partnership Website⁶. Efforts to contribute to the society outside the scope of business (Policy 3-3) are found to be the most popular (44 case studies), followed by efforts to understand business activity's impacts or to improve them (3-1) (23 case studies), efforts to improve social awareness (7-2)(19 case studies), and collaboration with NGOs (6-1)(17 case studies).

Table 2 Number of Case Studies by the Partnership Action Policies

Partnership Action Policies	No. of Case Studies
1. Appreciate nature's gifts and aim for corporate activities in harmony with the natural environment	11
1-1 Recognize the importance of biodiversity and nature's gift (ecosystem services) and reflect them in corporate policy.	8
1-2 Establish a corporate management vision and provide leadership to integrate biodiversity concerns.	3
2. Act from a global perspective on the biodiversity crisis	7
2-1 Consider impacts on relevant ecosystems and local communities, both domestic and abroad, when setting out operational plans.	7
2-2 Make an effort to ensure that the both providers and users of genetic resources will benefit from their utilization.	0
3. Act voluntarily and steadily to contribute to biodiversity	73
3-1 Make an effort to improve the identification and analysis of biodiversity impacts and improve business operations on biodiversity.	23
3-2 Endeavor through the individual company's operations to contribute to substantial conservation of biodiversity and carefully consider implementation of trading or off-setting measures based on an economic assessment.	6
3-3 As part of social responsibility activities, engage in biodiversity issues even if they are not directly linked to the operations of the company.	44
4. Promote corporate management for sustainable resource use	10
4-1 Continuously implement activities for resource and energy saving related to the use of the "3R" approach (reduce, reuse and recycle) for operations, and the entire lifecycle of products and services while improving upon established practices.	10
5. Create an industry, lifestyle and culture that will learn from biodiversity	13
5-1 Promote technical development learning from nature and traditional knowledge, and encourage innovation in lifestyle and culture.	6
5-2 Promote the development and dissemination of technology that will contribute to the conservation of biodiversity.	7
5-3 Make efforts to help restore biodiversity when operating in areas where nature has been negatively impacted.	0
6. Collaborate with relevant international and national organizations	21
6-1 Promote collaboration by strengthening communication with NGOs, local municipalities and educational, research and other relevant organizations.	17
6-2 Disseminate and share experiences from activities related to biodiversity.	4
7. Spearhead activities to build a society that will nurture biodiversity	31
7-1 Actively carry out environmental education activities for employees in collaboration with local communities, NGOs and other organizations.	12

⁶ <http://www.bd-partner.org/case/>

7-2 Raise societal awareness of the need to nurture biodiversity.	19
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As with the Aichi Targets, 172 case studies provided the relevance to the targets. Efforts relevant to the target 1 are the most popular (43 case studies), followed by the target 5 (28 case studies) and the target 4 (21 case studies).

Table 3 Number of Case Studies by the Aichi Targets

Aichi Targets	No. of Case Studies
Target 1: By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.	43
Target 2: By 2020, at the latest, biodiversity values have been integrated into national and local development and poverty reduction strategies and planning processes and are being incorporated into national accounting, as appropriate, and reporting systems.	0
Target 3: By 2020, at the latest, incentives, including subsidies, harmful to biodiversity are eliminated, phased out or reformed in order to minimize or avoid negative impacts, and positive incentives for the conservation and sustainable use of biodiversity are developed and applied, consistent and in harmony with the Convention and other relevant international obligations, taking into account national socio economic conditions.	1
Target 4: By 2020, at the latest, Governments, business and stakeholders at all levels have taken steps to achieve or have implemented plans for sustainable production and consumption and have kept the impacts of use of natural resources well within safe ecological limits.	21
Target 5: By 2020, the rate of loss of all natural habitats, including forests, is at least halved and where feasible brought close to zero, and degradation and fragmentation is significantly reduced.	28
Target 6: By 2020 all fish and invertebrate stocks and aquatic plants are managed and harvested sustainably, legally and applying ecosystem based approaches, so that overfishing is avoided, recovery plans and measures are in place for all depleted species, fisheries have no significant adverse impacts on threatened species and vulnerable ecosystems and the impacts of fisheries on stocks, species and ecosystems are within safe ecological limits.	1
Target 7: By 2020 areas under agriculture, aquaculture and forestry are managed sustainably, ensuring conservation of biodiversity.	13
Target 8: By 2020, pollution, including from excess nutrients, has been brought to levels that are not detrimental to ecosystem function and biodiversity.	0
Target 9: By 2020, invasive alien species and pathways are identified and prioritized, priority species are controlled or eradicated, and measures are in place to manage pathways to prevent their introduction and establishment.	4
Target 10: By 2015, the multiple anthropogenic pressures on coral reefs, and other vulnerable ecosystems impacted by climate change or ocean acidification are minimized, so as to maintain their integrity and functioning.	7
Target 11: By 2020, at least 17 per cent of terrestrial and inland water, and 10 per cent of coastal and marine areas, especially areas of particular importance for biodiversity and ecosystem services, are conserved through effectively and equitably managed, ecologically representative and well connected systems of protected areas and other effective area-based conservation measures, and integrated into the wider landscapes and seascapes.	5
Target 12: By 2020 the extinction of known threatened species has been prevented and their conservation status, particularly of those most in decline, has been improved and sustained.	10
Target 13: By 2020, the genetic diversity of cultivated plants and farmed and domesticated animals and of wild relatives, including other socio-economically as well as culturally valuable species, is maintained, and strategies have been developed and implemented for minimizing genetic erosion and safeguarding their genetic diversity.	2
Target 14: By 2020, ecosystems that provide essential services, including services related to water, and contribute to health, livelihoods and well-being, are restored and safeguarded, taking into account the needs of women, indigenous and local communities, and the poor and vulnerable.	10
Target 15: By 2020, ecosystem resilience and the contribution of biodiversity to carbon stocks has been enhanced, through conservation and restoration, including restoration of at least 15 per cent of degraded ecosystems, thereby contributing to climate change mitigation and adaptation and to combating desertification.	14

Target 16: By 2015, the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization is in force and operational, consistent with national legislation.	2
Target 17: By 2015 each Party has developed, adopted as a policy instrument, and has commenced implementing an effective, participatory and updated national biodiversity strategy and action plan.	0
Target 18: By 2020, the traditional knowledge, innovations and practices of indigenous and local communities relevant for the conservation and sustainable use of biodiversity, and their customary use of biological resources, are respected, subject to national legislation and relevant international obligations, and fully integrated and reflected in the implementation of the Convention with the full and effective participation of indigenous and local communities, at all relevant levels.	0
Target 19: By 2020, knowledge, the science base and technologies relating to biodiversity, its values, functioning, status and trends, and the consequences of its loss, are improved, widely shared and transferred, and applied.	8
Target 20: By 2020, at the latest, the mobilization of financial resources for effectively implementing the Strategic Plan for Biodiversity 2011-2020 from all sources, and in accordance with the consolidated and agreed process in the Strategy for Resource Mobilization, should increase substantially from the current levels. This target will be subject to changes contingent to resource needs assessments to be developed and reported by Parties.	3

Appendix 1: “Japan Business and Biodiversity” Action Policies

1. Appreciate nature’s gifts and aim for corporate activities in harmony with the natural environment

1-1 Recognize the importance of biodiversity and nature’s gift (ecosystem services) and reflect them in corporate policy.

1-2 Establish a corporate management vision and provide leadership to integrate biodiversity concerns.

2. Act from a global perspective on the biodiversity crisis

2-1 Consider impacts on relevant ecosystems and local communities, both domestic and abroad, when setting out operational plans.

2-2 Make an effort to ensure that the both providers and users of genetic resources will benefit from their utilization.

3. Act voluntarily and steadily to contribute to biodiversity

3-1 Make an effort to improve the identification and analysis of biodiversity impacts and improve business operations on biodiversity.

3-2 Endeavor through the individual company’s operations to contribute to substantial conservation of biodiversity and carefully consider implementation of trading or off-setting measures based on an economic assessment.

3-3 As part of social responsibility activities, engage in biodiversity issues even if they are not directly linked to the operations of the company.

4. Promote corporate management for sustainable resource use

4-1 Continuously implement activities for resource and energy saving related to the use of the “3R” approach (reduce, reuse and recycle) for operations, and the entire lifecycle of products and services while improving upon established practices.

5. Create an industry, lifestyle and culture that will learn from biodiversity

5-1 Promote technical development learning from nature and traditional knowledge, and encourage innovation in lifestyle and culture.

5-2 Promote the development and dissemination of technology that will contribute to the conservation of biodiversity.

5-3 Make efforts to help restore biodiversity when operating in areas where nature has been negatively impacted.

6. Collaborate with relevant international and national organizations

6-1 Promote collaboration by strengthening communication with NGOs, local municipalities and educational, research and other relevant organizations.

6-2 Disseminate and share experiences from activities related to biodiversity.

7. Spearhead activities to build a society that will nurture biodiversity

7-1 Actively carry out environmental education activities for employees in collaboration with local communities, NGOs and other organizations.

7-2 Raise societal awareness of the need to nurture biodiversity.

Appendix 2: Questionnaire

Questionnaire to the membership of "Japan Business and Biodiversity Partnership"(FY2012)

I. Basic Information of Respondent

Company Name		
Major Area of Business		
Size of Company		
Annual Revenue		000,000yen
No. of Employees		
Department		
Contact Person		
Contact	TEL	
	FAX	
	e-mail	

※ E-mail address is required for future correspondence.

Business Category	Definition of the Basic Act for Small and Medium-Sized Enterprises
Manufacturing and others	Company with 0.3 billion yen or less of capital or investment and company or individual who has 300 or less full-time employees.
Wholesale	Company with 0.1 billion yen or less of capital or investment and company or individual who has
Retail	Company with 50 million yen or less of capital or investment and company or individual who has 50
Services	Company with 50 million yen or less of capital or investment and company or individual who has 100

【For inquiries, and Return Address】

Secretariat of "Japan Business and Biodiversity Partnership" (Furuta, Yamazaki)

TEL: (03)6741-0996 FAX: (03)6741-0982

Email: info@bd-partner.org

II Questions

1. Are the following concepts integrated into your organization's management principles, policies, or environmental policies? (A)
If not, are you planning to do so? (B)

	(A)	(B) (fill in if the answer of (A) is No)
	1:Yes 2:No	1:Planning to do 2:Not planning to do
Nature Conservation		
Biodiversity Conservation		
Sustainable Use		
Fair and Equitable Use of Biological Resources		
Environmental Education		

2. How far do you understand your business activities' impacts on biodiversity?
How far do you want to (be able to) understand them in 10 years?

	Current	10 years later
		1:Almost 100% are affected 2:More than 50% 3:Less than 50% 4:Only a few % 5:Not known
Your own business activities		
If those of supply chain is included		

※ You can use your own criteria on the scope of understanding.

3. Indicate three priorities in terms of possible business risks or concerns arising from negligence of biodiversity conservation.

	1st Priority	2nd Priority	3rd Priority
Select top three priorities from the items 1 to 13 below.			
When selecting 13. others, please specify.			

- 1: Depreciation of CSR Evaluation
- 2: Decrease in Brand Power
- 3: Decrease in Popularity/Consumer Boycott
- 4: Downgrading at financial markets
- 5: Exclusion from SRI Markets
- 6: Decrease in Marketing Capability
- 7: Confusion in Supply Chain
- 8: Difficulty in procuring Mateterials and provisioning Products/Goods
- 9: Difficulty in Plant/Office Management
- 10: Decrease in Company Spirit/Negative Effects on Recruiting
- 11: Tighter Regulations/Difficulty in addressing New System Introduction
- 12: Litigation risk
- 13: Others

4. Are you implementing/planning new business activity along with the increase in interests on biodiversity issues?

- (1)

Select the appropriate one from the list below.	
---	--

1: Have already implemented a new business activity
2: Have been considering/planning a new business activity
3: Have not taken any action.

■ (2) If you select 1 or 2 above, please describe the activity under planning or implementation.

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5. The 10th Conference of the Parties to the Convention on Biological Diversity (COP10) held in Nagoya in 2010 adopted "Aichi Targets", which set out 20 targets till 2020. Please select appropriate items regarding "Aichi Targets."

- | | |
|---|--|
| Select the appropriate one from the list below. | |
|---|--|

1: Have already considered about the targets in detail
2: Have read through the targets
3: Have heard of it but do not know the contents
4: Never heard of it

6. The UN General Assembly in December 2010 decided to designate a decade from 2011 to 2020 as "United Nations Decade on Biodiversity."
Please select appropriate items regarding "United Nations Decade on Biodiversity."

- | | |
|---|--|
| Select the appropriate one from the list below. | |
|---|--|

1: Have heard of it
2: Never heard of it

7. Do you have any "biodiversity declaration", "action policies" or "guidelines" unique to your company?

- (1)

Select the appropriate one from the list below.	
When selecting 1, provide its name.	

1: Have already developed
2: Have been developing/planning
3: Have not taken any action

■ (2) If your answer to (1) above is 1 or 2, is it an individual statement on biodiversity or included in more comprehensive environmental policies?

- | | |
|---|--|
| Select the appropriate one from the list below. | |
|---|--|

1: As a declaration, policies, or guidelines solely on biodiversity
2: Included in environmental statements

8. As for "Aichi Targets", the table below shows some examples of companies' activities in consistent to 20 targets of the Aichi Targets. Do you implement these activities or plan to do so? Please select all relevant items.

20 Targets for 2020		Example of Activity Numbers in [] are the numbers of relevant action policies	Have already implemented	Planning to do
A. Mainstreaming of Biodiversity				
Target 1 People are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably		Inclusion of "biodiversity" into company policy. [1-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Inclusion of "biodiversity" into business target setting and planning. [1-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Promotion of Employee communication by management [1-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Utilization of certification systems [6-2, 7-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Green procurement [6-2, 7-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Information disclosure by business reporting [6-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Accepting company visitors [6-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Environmental education for employees [7-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Support for taking qualification exams on environment [7-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Environment awareness development [7-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Environmental education in collaboration with academic institutions [7-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Development and marketing of eco products [7-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Other ()	<input type="checkbox"/>	<input type="checkbox"/>
	Target 4 Sustainable production and consumption have been planned and implemented, and the use of natural resources are kept within safe ecological limits.		Inclusion of "biodiversity" into company policy. [1-1]	<input type="checkbox"/>
		Inclusion of "biodiversity" into business target setting and planning. [1-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Promotion of employee communication by management [1-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Assessment of environmental impacts caused by business activities and corrective actions based on the assessment results. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Improvement and monitoring of land use design and construction methods. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Environmental considerations in managing company property [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Utilization, introduction and marketing of certified products and eco-friendly products. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Green procurement [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Resource recycling, 3R [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Energy efficiency improvement [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Improvement of yields [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Technology development [5-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Utilization of certification systems [6-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Green procurement [6-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Information disclosure by business reporting [6-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Environmental education for employees [7-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Support for taking qualification exams on environment [7-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Environment awareness development [7-2]	<input type="checkbox"/>	<input type="checkbox"/>
	Environmental education in collaboration with academic institutions [7-2]	<input type="checkbox"/>	<input type="checkbox"/>	
	Development and marketing of eco products [7-2]	<input type="checkbox"/>	<input type="checkbox"/>	
	Other ()	<input type="checkbox"/>	<input type="checkbox"/>	
B. Reduce the direct pressures on biodiversity and promote sustainable use				
Target 5 The rate of loss of all natural habitats, including forests, is at least halved and where feasible brought close to zero.		Assessment of environmental impacts caused by business activities and corrective actions	<input type="checkbox"/>	<input type="checkbox"/>
		Improvement and monitoring of land use design and construction methods. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Environmental considerations in managing company property [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Utilization, introduction and marketing of certified products and eco-friendly products. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Green procurement [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Conservation activities in areas or forests owned by company. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Ecosystem rehabilitation activities including development of green space or green corridor. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Resource recycling, 3R [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Energy efficiency improvement [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
	Improvement of yields [4-1]	<input type="checkbox"/>	<input type="checkbox"/>	
	Other ()	<input type="checkbox"/>	<input type="checkbox"/>	
Target 6 The impacts of fisheries on stocks, species and ecosystems are within safe ecological limits.		Assessment of environmental impacts caused by business activities and corrective actions	<input type="checkbox"/>	<input type="checkbox"/>
		Utilization of certified products. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Green procurement [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Contributions to promote eco-friendly fisheries locally [6-1]	<input type="checkbox"/>	<input type="checkbox"/>
	Other ()	<input type="checkbox"/>	<input type="checkbox"/>	
Target 7 Areas under agriculture, aquaculture and forestry are managed sustainably, ensuring conservation of biodiversity.		Assessment of environmental impacts caused by business activities and corrective actions	<input type="checkbox"/>	<input type="checkbox"/>
		Utilization of certified products. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Green procurement [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Utilization of thinned wood [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Contributions to promote eco-friendly agriculture and forestry locally [6-1]	<input type="checkbox"/>	<input type="checkbox"/>
	Other ()	<input type="checkbox"/>	<input type="checkbox"/>	

Target 8	Pollution, including from excess nutrients, has been brought to levels that are not detrimental to ecosystem function and biodiversity.	Green procurement [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Resource recycling, 3R [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Reduction of usage of pollutants and chemical substances, sound management [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Technology development [5-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Other ()	<input type="checkbox"/>	<input type="checkbox"/>
Target 9	Invasive alien species and pathways are identified and prioritized, priority species are controlled or eradicated.	Assessment of environmental impacts caused by business activities and corrective actions	<input type="checkbox"/>	<input type="checkbox"/>
		Considerations in conservation activities in areas or forests owned by company. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Population studies in collaboration with experts or NGOs. [6-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Other ()	<input type="checkbox"/>	<input type="checkbox"/>
Target 10	By 2015, the pressures caused by climate change or ocean acidification on ecosystems are minimized.	Promotion of energy saving [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Improvement of energy efficiency [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Technology development [5-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Introduction and marketing of eco-friendly products including those contribute to energy saving. [6-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Other ()	<input type="checkbox"/>	<input type="checkbox"/>
C. Improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity				
Target 11	At least 17 per cent of terrestrial and inland water, and 10 per cent of coastal and marine areas, especially areas of particular importance for biodiversity are effectively conserved.	Assessment of environmental impacts caused by business activities and corrective actions	<input type="checkbox"/>	<input type="checkbox"/>
		Improvement and monitoring of land use design and construction methods. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Environmental considerations in managing company property [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Conservation activities in areas or forests owned by company. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Other ()	<input type="checkbox"/>	<input type="checkbox"/>
Target 12	The extinction of known threatened species has been prevented and their conservation status has been improved and sustained.	Assessment of environmental impacts caused by business activities and corrective actions	<input type="checkbox"/>	<input type="checkbox"/>
		Improvement and monitoring of land use design and construction methods. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Environmental considerations in managing company property [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Conservation activities in areas or forests owned by company. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Technology development [5-1]	<input type="checkbox"/>	<input type="checkbox"/>
Target 13	The genetic diversity of cultivated plants and farmed and domesticated animals is maintained, and strategies have been developed and implemented for minimizing genetic erosion and safeguarding their genetic diversity.	Assessment of environmental impacts caused by business activities and corrective actions based on the assessment results. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Conservation activities in areas or forests owned by company. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Technology development [5-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Other ()	<input type="checkbox"/>	<input type="checkbox"/>
D. Enhance the benefits to all from biodiversity and ecosystem services				
Target 14	Ecosystems that contribute to health, livelihoods and well-being are restored and safeguarded.	Utilization of certified products. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Green procurement [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Technology development including bio-mimicry [5-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Learning from our ancestors' livelihoods. [5-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Development and diffusion of business model or local model [6-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Other ()	<input type="checkbox"/>	<input type="checkbox"/>
Target 15	Through conservation and restoration of ecosystems (including at least 15 per cent of degraded ecosystems), measures are taken for climate change mitigation and adaptation and combating desertification.	Conservation activities in areas or forests owned by company. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Ecosystem rehabilitation activities including development of green space or green corridor. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Sustainable use including utilization of thinned timber [4-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Ecosystem rehabilitation activities including development of green space or green corridor. [5-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [6-1]	<input type="checkbox"/>	<input type="checkbox"/>
Target 16	By 2015, Nagoya Protocol is in force and operational in consistent with national legislation.	Compliance with relevant legislation or voluntary rules such as Bonn Guidelines [2-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Other ()	<input type="checkbox"/>	<input type="checkbox"/>
E. Participatory planning, knowledge management and capacity building				
Target 18	The traditional knowledge, innovations and practices of indigenous and local communities are respected and integrated into the implementation of the Convention.	Learning from our ancestors' livelihoods. [5-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [6-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Other ()	<input type="checkbox"/>	<input type="checkbox"/>
Target 19	Knowledge, the science base and technologies relating biodiversity are improved, widely shared and applied.	Implementation of monitoring [3-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [6-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Disclosure of monitoring data [6-2]	<input type="checkbox"/>	<input type="checkbox"/>
		Other ()	<input type="checkbox"/>	<input type="checkbox"/>
Target 20	The mobilization of financial resources for effectively implementing the strategic plan should increase substantially from the current levels.	Actions through oversea offices/local entities. [2-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Conservation activities by utilizing own products. [2-1]	<input type="checkbox"/>	<input type="checkbox"/>
		Donation of a part of revenue [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Matching-gift [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Support/cooperation to NGOs' conservation projects. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
		Conservation activities (or cooperation to them) by employees or their family. [3-3]	<input type="checkbox"/>	<input type="checkbox"/>
Other ()	<input type="checkbox"/>	<input type="checkbox"/>		

9. Please provide brief summaries of your company's effort regarding the previous question 8, up to three project, 200 characters each. With each summary you provided, please also indicate the most relevant items of the Aichi Targets and the "Partnership action policies" to each effort, along with information how to obtain details of such efforts (i.e. Website URL etc.)

Please be acknowledged of the possibility that your responses to this question might be published as good practices.

Activities	Aichi Targets	Action Policies	Reference (URL etc) eg.:http://www.xxx.xxx Page10, 2011CSR Report

10. If you have any comment or request to "Japan Business and Biodiversity Partnership", Please let us know.

Thank you very much for your cooperation.